



The International Society of Precision Agriculture presents the

12th International Conference on

Precision Agriculture

JULY 20-23, 2014 • Hyatt Regency
Sacramento, California USA

Who Attends

- Scientists
- Producers
- Technology Equipment Representatives
- Input Dealers
- Agronomic Consultants
- Software Developers
- Educators
- Government Personnel
- Policy Makers

Exhibitor Benefits

- The opportunity to meet face-to-face with hundreds of leading growers and consultants
- A program designed with the Exhibitor in mind to ensure plenty of time for networking
- One full conference registration with each booth space purchased
- Two 50% coupons toward full conference registration

Exhibit Sales Contact

Quentin Rund

PAQ Interactive, Inc.

Phone: (217) 762-7955

E-mail: exhibit@ispag.org

www.ispag.org/icpa

Exhibit at the 12th International Conference on Precision Agriculture

The International Society of Precision Agriculture (ISPA) is pleased to announce the 12th International Conference on Precision Agriculture (ICPA) to be held at the Hyatt Regency in Sacramento, California, USA from July 20-23, 2014.

Precision agricultural techniques, technologies, and applications continue to grow across the globe and so is the precision agricultural community. The 12th International Conference on Precision Agriculture is envisioned to be the largest one ever. We anticipate over 600 attendees from all over the U.S. and from over 50 countries.

Reserve your exhibit space today.

Display Pricing: \$1200 per 8' x 10' booth

Display Space Features:

Each booth will come furnished with the following:

- 8' high background drape
- 3' high side divider drape
- One Exhibitor Identification Sign
- One 6' draped table
- Basic Electrical Service
- Two folding chairs
- One wastebasket

Also included in the Exhibitor pricing is **one full conference registration**, which includes all scheduled conference meals, access to all regular conference sessions, and a copy of the Conference proceedings.

Exhibit Hall Hours (times subject to change):

Monday, July 21, 2014

9:30 am - 10:00 am
12:00 pm - 1:00 pm
3:00 pm - 3:30 pm
5:00 pm - 6:00 pm

Tuesday, July 22, 2014

9:30 am - 10:00 am
12:00 pm - 1:30 pm
2:30 pm - 3:00 pm
5:00 pm - 6:00 pm

Wednesday, July 23, 2014

9:30 am - 10:00 am

Exhibitor Move In: Sunday, July 20, 2014, 6:00 pm – 11:00 pm
Monday, July 21, 2014, 6:30am - 9:30am

Exhibitor Move Out: Wednesday, July 23, 2014, 10:00 am – 2:00 pm

Application / Contract for Exhibit Space

Exhibitor Information

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Contact Name* _____

Company Website _____

**Contact person will receive all correspondence (invoice, contract, exhibitor kit, etc.) relating to the event.*

Please list my company in any show listings exactly as _____

We prefer NOT to be located near the following companies _____

Would you be interested in further information on sponsorship opportunities at the show? ☐ Yes ☐ No

Booth Selection

First Choice _____

Second Choice _____

Third Choice _____

Cancellation Policy

Show management must review written notice of exhibit space cancellation (e-mails, voice mails NOT accepted). There is a \$50 processing fee for all cancellations received before June 20th, 2014. NO refunds after June 20th, 2014 or for no-shows.

Exhibit Rates & Payment Information

Rate: \$1200 (per 8' x 10' booth space)

Payment Information: Payment in full is due with completed application/contract. Make checks payable to ISPA. Credit card payments accepted, please complete attached form.

Please complete application and payment forms and return to:

Quentin Rund, Conference Secretary

PAQ Interactive, Inc.

107 S. State Street, Suite 300

Monticello, IL 61856

Fax: (217) 762-8655 • E-mail: exhibit@ispag.org • Web Site: www.ispag.org/icpa

Signature Required

IMPORTANT: We have read, understand and agree to the provisions of all clauses, fees, and regulations on this application/contract. We further agree to abide by the terms and conditions of this contract and by any further rules and regulations issued prior to and at the show.

Authorized Signature _____

Print Name _____

Title _____ Date _____

DO NOT WRITE BELOW THIS LINE

Application Received _____ Space Assigned _____ Total # of Booths _____

Exhibit Terms and Conditions

GENERAL RULES

Each company participating at the show must return all copies of the contract, properly executed by an authorized company representative. Contracts must be received with appropriate payment in order to reserve space.

Every effort will be made to respect exhibitor's space requirements whenever possible. However, the 2014 International Conference on Precision Agriculture (from here on referred to as Show Management) reserves the right to rearrange the floor plan or to relocate exhibits when such action is deemed to be in the best interest of the total exhibit.

USE OF SPACE

No exhibitors shall assign, sublet, or share the space allotted them without the knowledge and written consent of Show Management. Exhibitions must display or advertise only goods manufactured or dealt in by them on the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area. Booths or display structures must be self-supporting, and not anchored to walls or floors. Displays and booth structures must not extend into the aisle in such a way as to obstruct traffic. Exhibits must comply with standard booth design regulations and not impair visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Demonstrations must be located such that crowds collected will be within the exhibitor's space and not blocking an aisle or neighboring exhibits. No "endcapping" of booths is permitted.

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by Show Management.

Show Management reserves the right to restrict exhibits which are objectionable because of noise, method of operation, materials or for any other reason; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. In the event of such restriction or eviction, Show Management shall not be liable for any refunds or other exhibit expenses.

LIABILITY/INDEMNITY/INSURANCE REQUIREMENTS

The Exhibitor hereby agrees to indemnify and hold harmless Show Management, International Plant Nutrition Institute, PAQ Interactive, Inc., Hyatt Regency, its affiliates, officers, directors, employees or agents, for any injury, loss or damage, expense actions, claims and damages, including, without limitation, reasonable attorney's fees, arising out of or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests. The exhibitor agrees to waive all rights of subrogation against Show Management, its officers, directors and employees. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment incurred through carelessness or otherwise caused by exhibitor, his employees, agents or representatives.

Show Management cannot be responsible for exhibitor's merchandise display. Exhibitors are therefore required to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Show Management does not insure against competitive firms from becoming neighboring exhibitors; nor is it responsible for errors or omissions in the Show Program or Exhibitor List.

All Exhibitors shall obtain, at its own expense, adequate insurance, but in no event less than \$1 million of comprehensive general liability insurance from an "A" rated carrier, including the so-called "broad form endorsement". Such insurance shall name International Plant Nutrition Institute, d.b.a International Conference on Precision Agriculture, and its officers, directors, and employees as additional insureds. The Exhibitor shall furnish a certificate of insurance to PAQ Interactive, Inc. by June 20th, 2014.

CANCELLATION OR TERMINATION OF THE INTERNATIONAL CONFERENCE ON PRECISION AGRICULTURE

In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims against Show Management for damages or expenses and agrees to accept, in complete satisfaction and discharge of all claims against Show Management, a refund of all amounts paid by the exhibitor to Show Management in accordance with this agreement.

PAYMENT

Payment for the total cost of booth space is required with this application.

INSTALLATION AND DISMANTLING OF EXHIBITS

One day is provided for the installation of display materials in the exhibit area at the show site: July 20th, 2014, starting at 6:00 pm. Exhibitors must be completely set up and ready for viewing at 10:00 am on July 21st, 2014. Move-out will begin on July 23rd, 2014 at 10:00 am. NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME. Companies disregarding this regulation might be subject to being denied booth space for future shows. Special installation options are available please contact Show Management for additional details.

It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install displays or products in the assigned exhibit space or fails to pay the space rental in full at the time specified by this contract, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. All exhibitor materials must be removed from the hall no later than 2:00 pm July 23rd, 2014 or Show Management at the exhibitor's expense will remove them.

EXHIBIT PERSONNEL

Each exhibitor is provided one official conference registration per 8' x 10' booth reserved. All staff affiliated with exhibits must be registered and must be bona fide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor.

CANCELLATION

In the event of cancellation by an exhibitor, Show Management shall assess a cancellation fee covering the reassignment of space, prior service performed and other damages related to cancellation as follows: BEFORE 5:00 pm June 20th, 2014 - \$50 processing fee. AFTER 5:00 pm June 20th, 2014, no refunds.

Show Management must receive written notification of the cancellation by registered or certified mail. E-mail messages will not be accepted as a cancellation. Registered postmark of cancellation notice will determine date for purposes of compliance with refund schedule. In the event of either full or partial cancellation of space by an exhibitor, Show Management reserves the right to reassign cancelled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the cancelling exhibitor of the obligation to pay the cancellation assessment.

MANAGEMENT RIGHTS

Show Management reserves the right to interpret, amend and enforce these regulations, as it deems proper to assure the success of the exposition.

Exhibit Space Payment Form

Exhibitor Information

If same as listed on the Application/Contract for Exhibit Space form, please check here ☐

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Contact Name* _____

Payment Information

☐ Check enclosed. Check number: _____ (Checks must be drawn on a US Bank in US Funds. Please make your check payable to ISPA.)

☐ Bill my: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

CARD # _____ EXP. DATE _____ V-CODE _____ (3 or 4 digit verification code on card)

Signature _____

Name on Card (please print) _____

Billing Address _____ City _____ State _____ Zip _____

Total Amount to be charged _____

Exhibitor Registration

Complimentary Exhibitor Registration

The following registration information is for the complimentary full registration included with the Booth rental.

Contact _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

Additional Attendee Registration

☐ **Full Conference Registration \$650** ☐ **Single Day Registration \$400** ☐ July 20 ☐ July 21 ☐ July 22 *Prices valid through June 20, 2014*

Contact _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

☐ **Full Conference Registration \$650** ☐ **Single Day Registration \$400** ☐ July 20 ☐ July 21 ☐ July 22 *Prices valid through June 20, 2014*

Contact _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

Payment Information

☐ Check enclosed. Check number: _____ (Checks must be drawn on a US Bank in US Funds. Please make your check payable to ISPA.)

☐ Bill my: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

CARD # _____ EXP. DATE _____ V-CODE _____ (3 or 4 digit verification code on card)

Signature _____

Name on Card (please print) _____

Billing Address _____ City _____ State _____ Zip _____

Total Amount to be charged _____

You may MAIL your Exhibitor Contract/Registration and check to: Quentin Rund, ICPA, 107 S. State St., Suite 300, Monticello, IL 61856
or FAX your Exhibitor Contract/Registration along with your credit card information to: Quentin Rund, (217) 762-8655

REGENCY ABC

11	10	9	8	7	6	5	4	3	2	1	
	12	13	14	15	16	17	18	19	20		
	29	28	27	26	25	24	23	22	21		
30	31	32	33	34	35	36	37	38	39		

ENTRANCE

Exhibit Hall Guidelines

- All exhibitors must confine their demonstrations and activities to the assigned exhibit space(s).
- Exhibitors are requested to keep noise to a minimum at all times. Sounds from recordings, videos, etc. are to be played at a level that does not annoy other exhibitors or participants.
- Exhibits should not exceed a height of 8 ft. If an exhibit component exceeds this limitation, Exhibit Management must approve the structure prior to the Conference.
- Exhibit materials may be brought into the exhibit hall via the loading dock.
- Exhibitors expecting to bring in large equipment must notify the Hyatt Regency Sacramento staff prior to the event for approval and to facilitate moving the equipment into the exhibit hall.
- Trucks may require spotting when moving into the loading dock area. Consult with the hotel staff before attempting to back into the loading dock.
- The doorway leading into the exhibit hall is the most limiting dimension for moving exhibit items into the facility.
- Extreme care should be exercised when moving equipment to and from the exhibit rooms to provide the greatest protection for floors, walls, and other areas of the hotel.
- Motorized vehicles are generally prohibited inside the hotel. If your exhibit requires a motorized vehicle or unit, please include complete specifications for the vehicle with your application for space.
- Schedules and other information regarding the 2014 International Conference on Precision Agriculture are available on the Internet at the following web site: <http://www.ispag.org/icpa>. New information about the Conference and related activities will be online as it becomes available.
- In order to conform to current union rules and regulations, it will be necessary for all exhibitors to utilize qualified union personnel for display work and material handling at all times during the show. The placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantle of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes or less, and is ten feet in width or less, may be performed by the exhibitor. Union regulations do not allow Exhibitors the use of hand trucks, dollies or push carts while on the show floor without teamster assistance. Exhibitors may hand carry items on and off the show floor, limited to what can be carried by one person in one trip.

Questions regarding any of the above terms and conditions should be directed to Quentin Rund, PAQ Interactive, (217) 762-7955.